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IS/074 Cont. 4

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Thomas E. Ward III et al.
Application No. : 10/066,811 Confirmation No.: 6065
Filed : February 4, 2002
For : SYSTEM AND METHOD FOR MODIFYING
ADVERTISEMENT RESPONSIVE TO EPG
INFORMATION
Art Unit : 2623
Examiner : Fred H. Peng

New York, New York 10036
May 13, 2008

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

REPLY TO FINAL OFFICE ACTION

Sir:

In reply to the final Office Action dated
December 13, 2007, please amend the above-identified application
as follows:

Amendments to the Claims begin on page 2 of this

Reply.

Remarks begin on page 16 of this Reply.